



Annual Residential Electricity Rate Summit

Ordered by D.15-07-001

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Summary of October 1, 2015 Rate Impacts

SCE's Advice Letter 3267-E to implement rate changes on October 1, 2015 was approved on October 2, 2015.

Non-CARE						
Usage Level (kWh)	No. of Customers	Percent of Non-CARE Customers	Original Average Monthly Bill	New Average Monthly Bill	\$ Change	% Change
0-250	538,784	18%	\$27.06	\$29.24	\$2.18	8%
250-400	634,350	21%	\$53.32	\$54.32	\$1.00	2%
400-550	561,118	19%	\$84.80	\$85.80	\$1.00	1%
550-750	538,338	18%	\$127.05	\$127.35	\$0.29	0%
750+	695,836	23%	\$267.66	\$264.34	(\$3.32)	-1%

← Note:
Low use customer increases primarily due to new min. bill provisions.

CARE						
Usage Level (kWh)	No. of Customers	Percent of CARE Customers	Original Average Monthly Bill	New Average Monthly Bill	\$ Change	% Change
0-250	235,711	19%	\$19.15	\$23.15	\$4.00	21%
250-350	209,196	17%	\$32.07	\$35.56	\$3.49	11%
350-500	295,329	24%	\$47.92	\$51.28	\$3.36	7%
500-700	272,729	22%	\$76.40	\$77.31	\$0.91	1%
700+	235,535	19%	\$136.65	\$131.92	(\$4.73)	-3%

Summary derived from bill impact data provided through "Glide Path" Advice Letter 3268-E-A, filed on September 16, 2015 and approved on October 19, 2015.

2015 Marketing, Education & Outreach Campaign

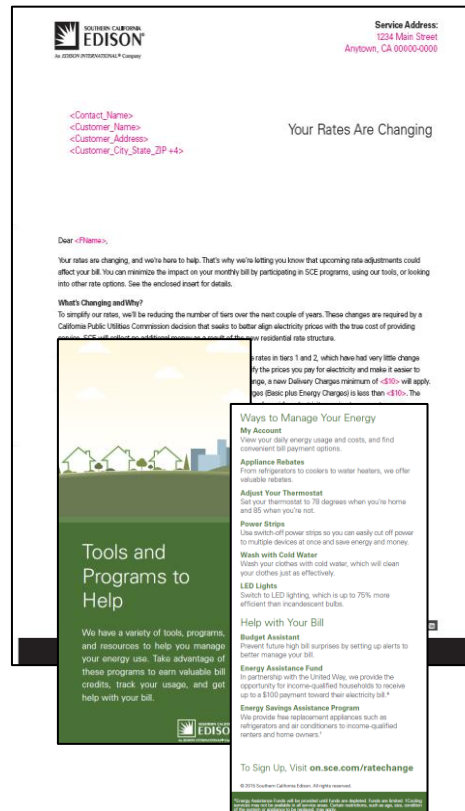
Broad Audience

- Channels:
- Social Media
 - SCE.com
 - Online Education Videos
 - Earned Media



Targeted

- Direct Mail: 1.4M
- Email: 1M
- Home Energy Advisor Reports/Interactive Tool



Peer-to-Peer

- Community Outreach/Events
- Community- and Faith-Based Organizations



Communications To 2.4M Customers - End of October

Customer Versioned Communications	Outreach Numbers
High Impact Letters/Emails	112,917
NEM	136,870
Tier 1 & Tier 2	2,130,512
Owner Tenant Agreements	21,825
FERA	20,125



Results

- Visits to SCE's residential rates page increased significantly following the launch of direct mail campaigns.
- SCE's call center has also received customer inquiries, primarily regarding minimum bill changes.
- Some customers are utilizing social media to provide feedback, but volumes are fairly low.

Coordination with Other Proceedings

SCE anticipates making three rate changes between now and Spring 2016, when SCE will request to implement collapsing down from 4-tiers to 3-tiers coinciding with other rate-related proceedings.

- November 23, 2015
 - 2015 ERRA implementation.
- January 1, 2016
 - 2015 GRC Phase 1 implementation.
 - Removal of the GHG cost offset in rates per rate reform Decision.
- Spring 2016
 - Collapse from 4-Tiers to 3-Tiers per rate reform Decision.
 - 2016 ERRA implementation.
 - Nuclear Electric Insurance Limited (NEIL) Settlement Refunds Implementation.

SCE estimates customers will see an estimated 6% net decrease in rates between now and spring 2016, when the next phase of rate reform is implemented.

Status of 2018 RDW Application Requirements

- Input from the Time-of-Use pilots will be used to inform the 2018 Rate Design Window filings.
- Significant efforts have been focused on the formation of the TOU pilot plans, due January 1, 2016.
- SCE will test three different rate options with a baseline credit to examine load response and customer acceptance:
 - Rate 1: 2p-8p on-peak time.
 - Similar to structure SCE offers today.
 - Rate 2: 5p-8p on-peak time.
 - Will examine customer response to a shorter peak period.
 - Rate 3: CAISO Duck curve responsive rate for “advanced customers.”
 - 3 seasons.
 - Super-off-peak time period during early afternoons in the spring season.
- SCE will begin recruitment upon issuance of Resolution of the Tier 3 filings.
- SCE believes it is on track to meet all requirements in its 2018 Rate Design Window filing on January 1, 2018.

Appendix: DRAFT Pilot Rates

Option 3

Energy Charge - ¢/kWh

Summer Season - Super-Peak	54.3
Peak	38.3
Mid-Peak	30.9
Off-Peak	17.2
Super-Off-Peak	-

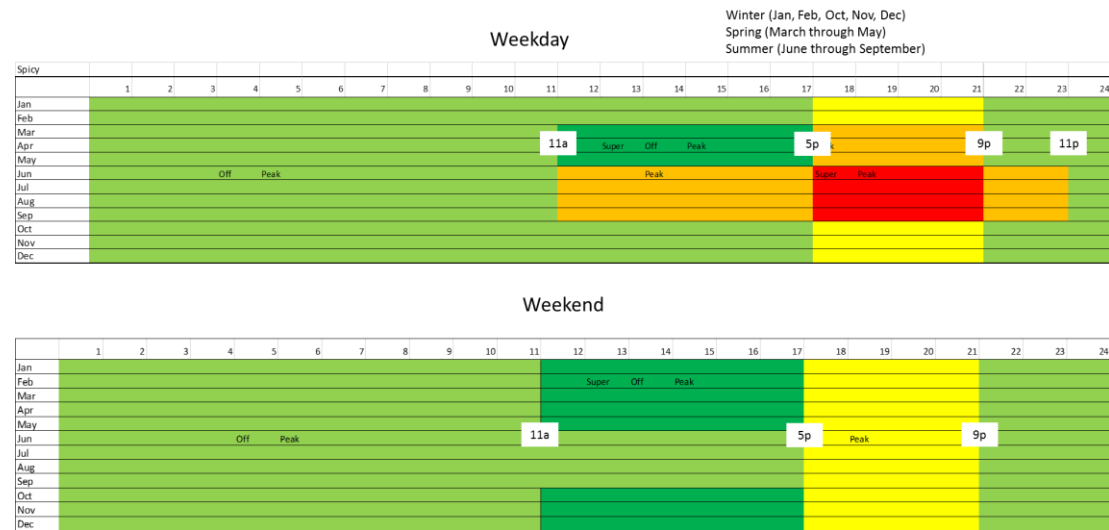
Winter Season - Super-Peak	-
Peak	-
Mid-Peak	28.5
Off-Peak	25.8
Super-Off-Peak	16.7

Spring Season - Super-Peak	-
Peak	27.6
Mid-Peak	26.7
Off-Peak	25.1
Super-Off-Peak	16.5

Baseline Credit - ¢/kWh

Basic Charge - ¢/day

Single-Family Residence	3.1
Multi-Family Residence	2.4



SCE Update On Online Bill Comparison Tool

Enhanced Website Capabilities

Bill Impact Estimator launched the first week of November.

- Customers enter their ZIP code, select a range for their current average bill amount, select if they are on CARE or not and are provided an estimate of a bill before and after the October 1st rate change.
- Tool will be updated on ongoing basis when rate reform related changes are made.

See How Your Rate Changes

Bill Estimator

See how your monthly bill will be impacted by the rate change using our estimator below.

Enter your ZIP code

Average Bill Amount

Select Range

Are you on CARE? ☐ Yes ☐ No

Calculate Clear

Results

Estimated average bill amounts before and after the October 1, 2015 rate change.

Bill before change	Bill after change
\$XX.00	\$XX.00

Disclaimer: The rate change results provide only an estimate of potential bill impacts for the average bill amount by ZIP code, and it assumes no change in usage amounts. Individual bills will vary. This tool is intended solely for illustrative purposes. Actual costs and savings will vary based on actual consumption, rates, and other factors.

Interactive Glide Path

- Aimed to help customers to better understand overall rate reform roadmap - estimated launch end of 2015.

Educational Videos Under Development

- Rate Plan Options Available.
- Difference between Tiered & TOU Rates.
- Tools and Conservation Tips.

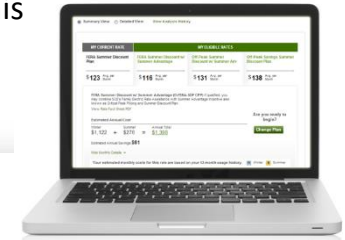
SCE's Rate Analyzer

SCE developed a web-based rate comparison tool (Rate Analyzer) that utilizes the customer's interval data usage history to calculate a comparison of their current rate to other available rate plans. This tool was developed to support the transition of Business Customers to time-variant rates.

SCE does not yet have a tool developed for Residential customers but is targeting to have one available mid to end 2016.

The current **Rate Analyzer** tool includes the following features:

1. Available on-line and leveraging the customer's historical interval usage data.
2. Current and eligible rate plans are displayed side-by-side with the lowest cost eligible plan displayed to the immediate right of "My Current Rate."
3. Each plan contains a rate description and cost details.



1

Welcome, Tommy Edison

Account: 3-001-0202-54

Service Address: 1879 LIGHTBULB WAY, ELECTRIC CITY, CA 17520

Print

Download

Summary View

Detailed View

MY CURRENT RATE	MY ELIGIBLE RATES		
Time-of-Use-A Summer Discount Plan	Time-of-Use-A Summer Disc w/ Summer Adv	Time-of-Use-A Summer Disc Summer Adv Lite	Time-of-Use-B Summer Discount Plan
<div>\$350</div> <div>Avg. per Month</div>	<div>\$300</div> <div>Avg. per Month</div>	<div>\$330</div> <div>Avg. per Month</div>	<div>\$627</div> <div>Avg. per Month</div>

Time-of-Use-A Summer Disc w/ Summer Adv (TOU-GS-1-A-APS CPP) Qualified small business customers may benefit from combining SCE's Business 1 Time-of-Use Plan, Option A with the Summer Discount Plan, California Alternate Rates for Energy and Summer Advantage Incentive also known as Critical Peak Pricing.

[View Rate Fact Sheet PDF](#)

Estimated Annual Cost

Winter	Summer	Annual Total
\$1,870	+ \$1,730	= \$3,600

Estimated Annual Savings: **\$611**

[See Monthly Details](#)

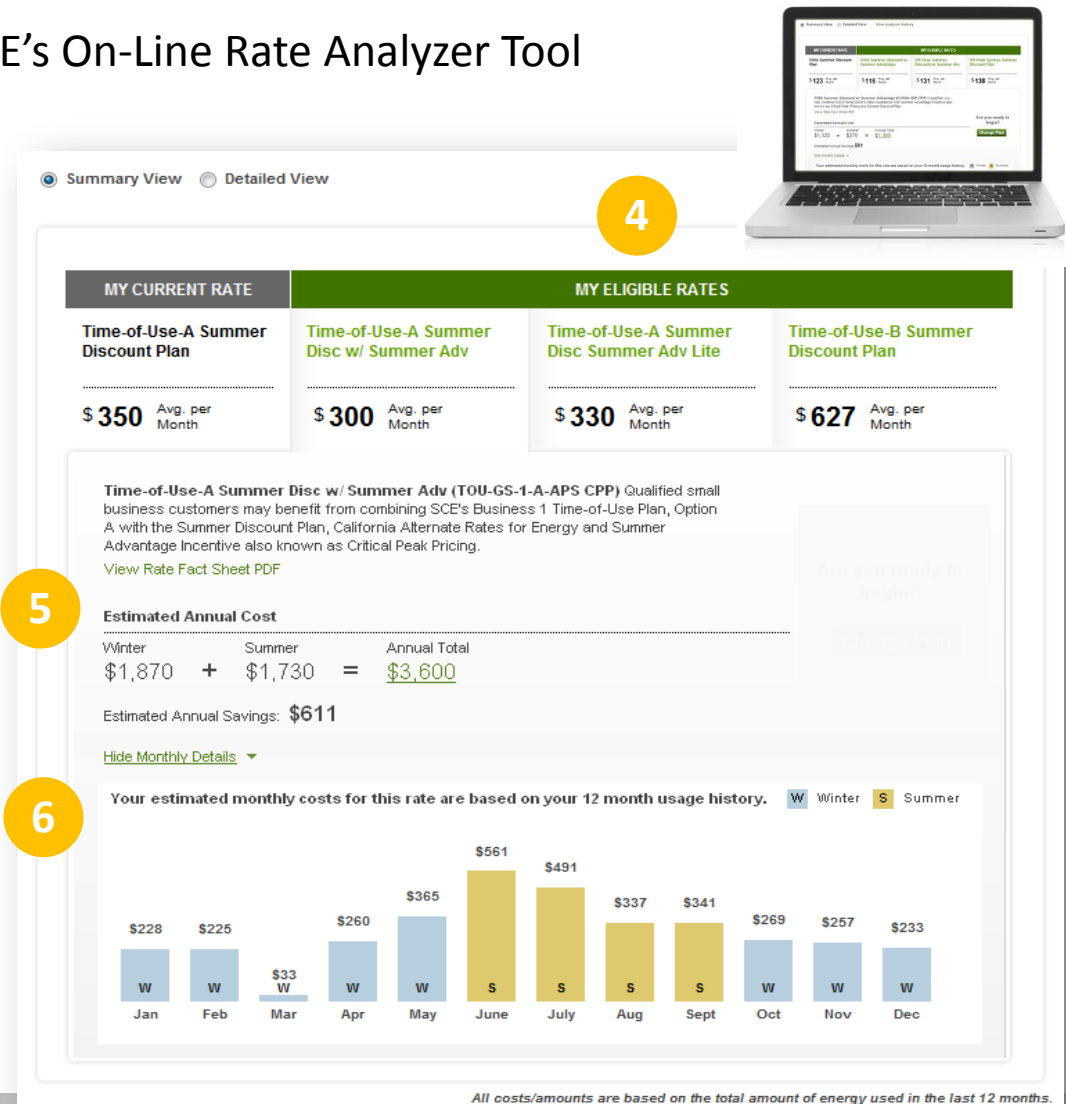
All costs/amounts are based on the total amount of energy used in the last 12 months.

SCE's Rate Analyzer

SCE's On-Line Rate Analyzer Tool

Current features of the existing Rate Analyzer tool continued...

4. Alternate plans are displayed on the same page
5. A summary of the estimated annual and seasonal (summer/ winter) costs for the selected rate are shown.
6. An expansion window is also included to display the estimated monthly costs by calendar month (not billing period).



SCE Super-User Electric (SUE) Surcharge & Integrated Communication Approach

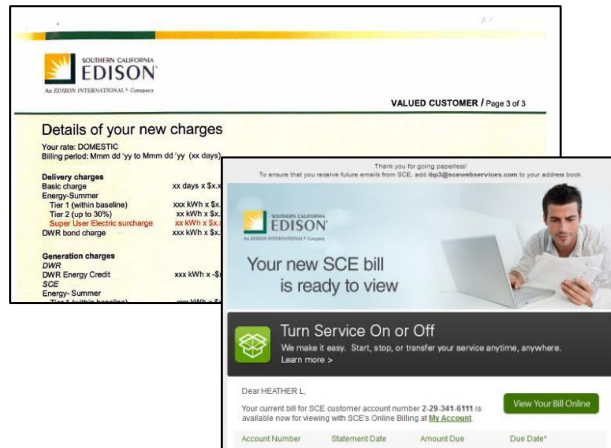
Integrated Marketing, Education & Outreach

Operational

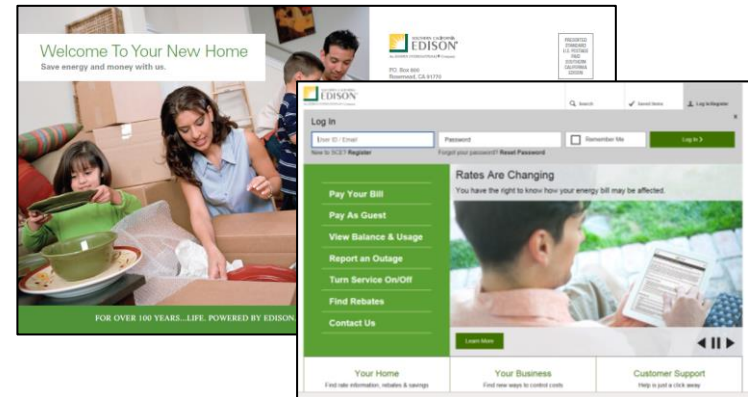
TODAY

Promotional

- Bill Messaging
- Interactive Voice Response (IVR)
- "View your Bill"



- Welcome Kit
- Campaign Brochures
- Home Energy Advisor Reports/Interactive Tool
- Community Outreach Events
- Online Educational Videos

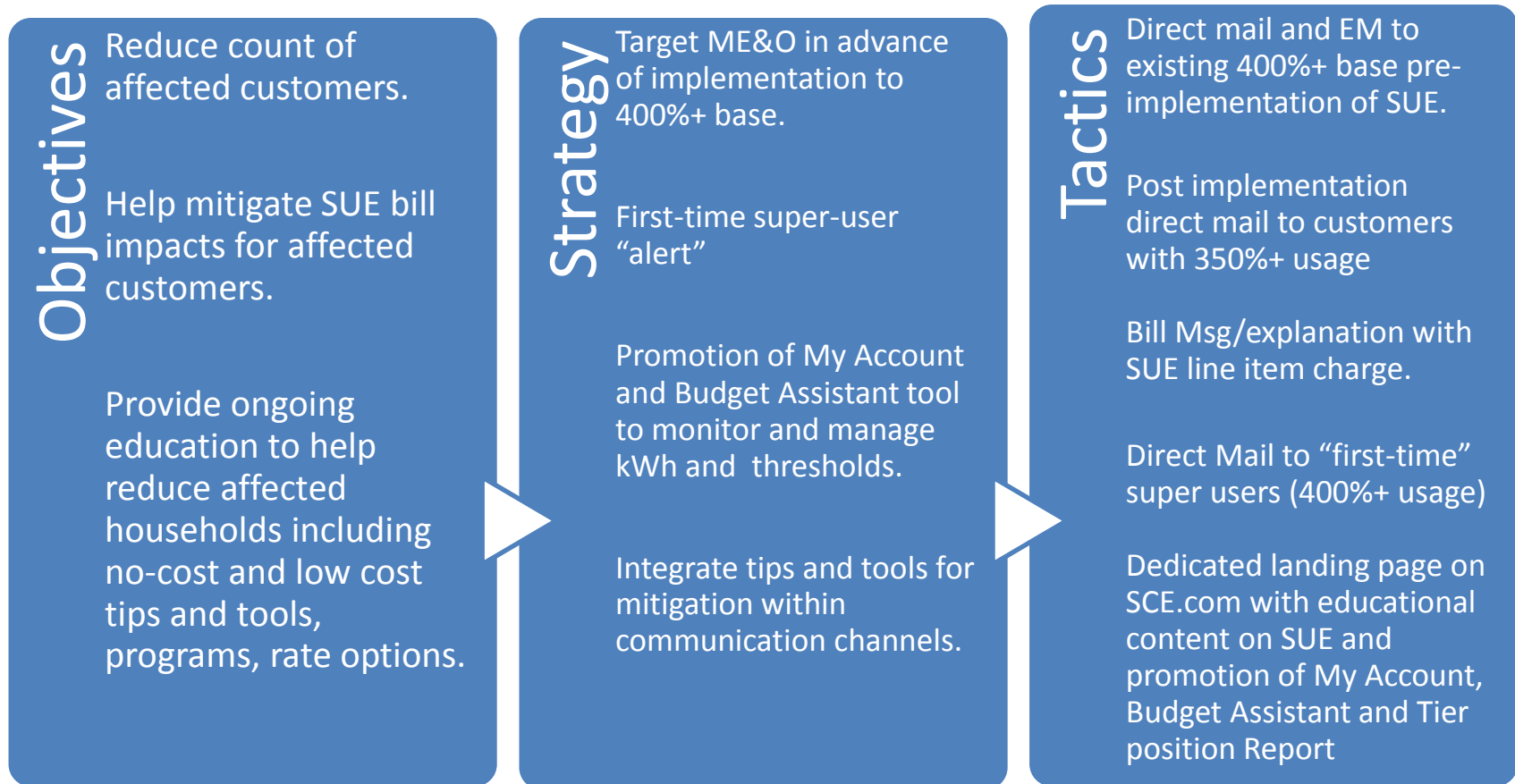


Ongoing Strategizing will incorporate rate reform education and literacy where appropriate within program outreach and communications.

2016 and Beyond

Message Testing and Connection Research: Conduct research in Q4 '15 that would help inform key messaging for the integrated communication (what) and connection macro strategy (who, how, when) for making RROIR as successful as possible for the customer.

Super User Energy Surcharge Marketing Education & Outreach



Timing: Tactical activities begin in Q4 ‘16

SUE Implementation Timeline

